### Hunt Museum Business Plan 2023

### Changing Lives with Culture, Creativity and Learning

# ENT MENT



## **Our Strategic** Ambitions:

By 2025 the Hunt Museum wants to have Impact in 3 areas:

#### Our social impact goals for 2025:

- **1.** Lives are better and fuller for our disadvantaged, dementia, mental health communities and benefit from our life-long learning opportunities.
- 2. Society is more cohesive with active participation in cultural heritage overcoming stereotyping by ourselves and others.

#### Our innovation goals are:

- 1. Joint services for cultural heritage & galleries have increased capacity.
- 2. A vibrant, edgy and creative museum for Limerick and the world.



Art & Object Conversation with Alzheimer sufferers and carers



A joint education

universities and

service for schools,

migration stories, human and object

lifelong learners. New culture created with

Limerick School of Art & Design, Limerick Institute of Technology, the University of Limerick, Dance Limerick and others.

#### Our economic impact goals for 2025:

- **1.** Limerick Region is culturally more attractive for employment and tourism.
- 2. Pride in cultural heritage has delivered a cleaner and brighter living space.



### **One overarching theme**

# Climate

Make the Hunt Museum more climate friendly in all our actions and activities *Starting by educating ourselves on what to do and how to do it.* 



# Platform priorities

### Virtual

Capture more of the public, community and volunteer knowledge related to the museum **Measure:** increase in stories and content available online

### Physical

Develop a climate aware culture within and without the museum

**Measure:** every decision is made in the light of climate impact

### Human

New communities use the museum and garden **Measure:** number of new communities participating in projects, activities and events



## KPl's per priority



# Priority 1 Collections KPI's



# 1 Collect the stories of the objects and the museum

- Expert & docent research
- 2D & 3D digitisation
- Staff research
- Visitor & community stories

### 2. Tell the stories

- Labelling & descriptions
- Stories on website
- Stories on virtual platforms
- Incorporate visitor & community stories

Priority 2 Public Engagement: Exhibitions KPI's



 Diversify our exhibition visitor audiences by geography, age and ethnicity

2. A three year planning horizon for exhibitions is in place

Priority 2 Public Engagement: Education KPI's



1. 35% of schools in Limerick City and County have accessed Hunt Museum programmes and resources

- Number of returning schools
- Number of new schools
- Number of schools who have used our physical and digital resources.
- Number of referrals by teachers
- 2. A primary school STEAM programme on sustainability is piloted Measure:
  - Number of partners in the programme
  - Number of Pilots with schools
  - Teacher Evaluation

Public Engagement: Participation -Community KPI's



1. Communities of Culture digital playbook is in place

Measure:

- Feedback from EDNIP, Teachers & Developers
- Take up by primary schools
- 2. An engaged network of King's Island volunteers and stakeholders to contribute to the museum and Failte Ireland/City Council project.

- 5 Kings Island Groups active
   25 Volunteers from King's Island actively participating
- Level of social impact
- Number of activities/ initiatives
- Reduction in level of anti-social behaviour

Public Engagement: Participation -Docents KPI's



### 1. 4 Docent Projects Delivered

Measure:

- Docents taking leadership roles
- The number of docents active
- How many projects are delivered

### 2. Docent Training

- Docent activity and participation in workshops funded by the Older Persons Grant (The Community Foundation for Ireland) to empower older people.
- Implementation of workshop results
- Hunt / UL Public History MA Module

Public Engagement: Participation -Friends KPI's



 Act as key ambassadors for the museum Measure:

- Attendance of Friends at events: outings, launches, lunchtime lectures, luncheons
- Friends promotion of Hunt Museum activities

#### **2. Retain and Increase Membership** Measure:

 Members retained and gained on a monthly basis compared to 2022

3. Increase Funding contribution to **Museum** Measure:

• Funding goals agreed and achieved

# Priority 3 Innovation KPI's



1. A Hunt Museum RECHARGE Living Lab is in place

Measures:

- The number of engaged corporate partners attending workshops
- Number of engaged community participants
- Specific project related metrics
- Corporate stakeholder relationships

**2. Improve inclusion for autism groups** *Measures:* 

- Numbers of autism groups participating
- Choice offered against sensory overload
- Number of triggers
- Availability of ppe e.g ear defenders
- Signage sensory friendly museum
- Autism Friendly Plants in garden

3. New Cultural Partnership in place

• A new cultural partnership in place

# Priority 4 Funding KPI's



1 Retail sales are optimised: online & in shop

#### Measure:

increase of €0.50 per visitor on 2021

**2. A new EU project** Measure:

• Existence of a new EU project

#### 3. Local business sponsorship

- First Tuesdays events
- Sponsorships for activities

# Operations KPI's



### **1. Reduction in our energy usage**, Measure:

- Reduction in energy/water consumption
- Greater team awareness & buy in
- Energy usage; no red light policy, more efficient doors: no drafts, annual reporting

#### 2. Greater use of the green spaces.

Measure:

- Information panels in the garden and museum in place
- Provide opportunities for Litter recycling, reduced 'landfill' waste, monitored outputs with service provider [Mr.Binman]
- Placement of water dispenser.
- Number of Visitors to the garden

### 3. Storage is improved

- Better use of available space; less waste and increased recycling.
- Expenditure is monitored, with a reduction in ad hoc purchases, [i.e delivery charges]

# Marketing KPI's



• A platform to record and share stories.

#### Measure:

- Traffic to the website
- Social Media Platforms
- A platform is introduced
- Public awareness of the museum's climate action work

- #tag relating climate action
- #go green
- Press articles
- A comprehensive comms plan organised thematically for the year Measure:
  - Plan is in place
  - Updates are regular
  - Plan is used

## Priority 1: Collections: Key Tasks



Above: ICCC collection for redisplay. Below: Integration of interactive timeline for full collection

#### **T1 Collections Management**

T1.1 Documentation processes	Q1-4
T1.2 Collections Care	Q1-4
T1.3 CMS update & Maintenance	Q1-4
T1.5 Hunt Trust Audit	Q2 ?

#### **T2** Collection Research

T2.1 Staff and professional research on collectionsT2.2 Docent research on specific collectionT2.3 Public and visitor input into collections informationT2.4 Collecting museum and community stories

#### T3 Collection Interpretation & engagement

T3.1 Collections interpretation and display strategy	Q1-4
T3.2 Object Labelling and description	Q1-4
T3.3 Digital displays & interpretation	Q1-4
T3.4 Exhibition and/or gallery interactions	Q2-3
T3.5 Upgrade of Irish Contemporary Ceramics	Q1-2
T3.6 Second gallery upgrade feasibility	Q3

# Priority 1: Collections: Key Tasks



#### **T4** Collections Projects

T4.1 Sensitivity Audit	Q1-4
T4.2 Digitisation	Q1-4
T4.3 Online platform sharing	Q1-4
T4.4 Scope/feasibility new 'Essential Guide'	Q4

#### **T5 Exhibition in Museum Galleries Curation**

T5.1 Sybil Connolly in the Collection

Q1-3

#### Above: Sybil in the Collection



#### 6 October 2022 - 6 April 2023

Experience Ceramics through the Senses, VR & Games



Aztec Figurine Portion | Ceremic | 14th to 16th Contury AD The turk

#### T1 Made of Earth

- T1.1 Exhibition Events & Public Programming
- T1.2 Exhibition Logistics

Q1 Q1 & Q2

#### T2 Living Artist Exhibitions 2023/24

T2.1 Exhibition Project Brief
T2.2.Exhibition Logistics
T2.3 Exhibition Print Material
T2.4 Virtual Platforms
T2.5 Exhibition Events & Public Programming
T2.6 Invite Artists to Exhibit 2024

#### T3 Summer Exhibition- The Three C's Q3

T3.1 Exhibition Project Brief
T3.2 Exhibition Research
T3.3 Exhibition Logistics
T3.4 Exhibition Print Material
T3.5 Virtual Platforms
T3.6 Exhibition Events & Public Programming

#### T4 Shannongrove Gorget 2024

T4.1 Exhibition Management T4.2 Shannon Grove Gorget Research T4.3 Loans M1 M1-M2 M3-M4 M1- M3 M3-M6 M3

 $\bigcirc 1$ 

Q1

Q1

 $\bigcirc 2-4$ 

Q1-Q2

M1-M2





M3-M4 M1- M3 M3-M6



Ardnacrusha Power Plant CC BY-SA 3.0



The Shannongrove Gorget, 800 BC-700BC, Gold, Ireland, ©Victoria & Albert Museum, London

#### T5 Richard Harris 2024

T5.1 Exhibition Management

#### **T6 Café Exhibitions**

T5.1 Exhibition Project Briefs, including Schedule for Year T5.2.Exhibition Logistics T5.3 Exhibition Print Material T5.4 Virtual Platforms

#### **17 Garden Gallery Community Exhibitions**

T7.1 Develop Garden Gallery Community Exhibition plan for 2023M1T7.2 Exhibition ManagementQ1-4

#### **T8 Exhibitions programme**

T8.1 Update Exhibitions Strategy & Rolling 3 year ProgrammeT8.2 Exhibition Advisory meetings

#### **T9 Curator's Choice**

**T9.1 Exhibition Management** 

#### T10 Printmakers

**T10.1 Exhibition Management** 

Q4

M1 M1- M2



Radius, LSAD show 2022, Garden Gallery



Q1

Q1-4

#### T11 Events

- 111.1 Create proposed schedule looking at 2022
- 111.2 'Conversations with Designers' CIFD
- T11.3 Chess tournament
- T11.4 Bastille Weekend
- T11.5 Narwhals round Island Swim
- T11.6 Africa Day
- T11.7 Boules/ Pétanque Tournament
- T11.8 Culture Night
- T11.9 Riverfest
- T11.10 Plant a Bulb
- 111.11 Valentines day / 26th Year Anniversary



Wild Geese festival 2022



Plant a bulb 2022



International Christmas in Limerick 2022

# Priority 2 Education: Key Tasks



Above: Students from Scoil Íde primary school celebrating the online game; Truffles the Treasure Hunting Piggy! going live at a celebration hosted at The Hunt Museum.

#### T1 Primary School - ongoing programmes

11.1 Review/update onsite programme learning resources	M8
T1.2 Digital Learning	Q1-4
T1.3 Promotion of T1 programmes to teachers	M1, M9
T1.4 Docent training in T1 programmes	Q1

T2 Joint Service with Limerick Museum & Limerick City Art Gallery	Q1-4
T2.1 Management of Partnership	Q1-4
T2.2 Clay Through the Ages Remote programme & Digital Resource	Q1-4
T2.3 Deliver Art & Identity Programme	Q1-4
T2.4 Determine focus and potential contributors to 2024 programme	Q3/4

#### T3 Primary School- special programmes

T3.1Permanent Collection STEAM based programme with CONFIRM Smart<br/>Manufacturing and Limerick Education CentreQ1-3T3.2Made of Earth workshopsM1&2

## Priority 2 Education: Key Tasks



T4.1 Review/update onsite programme learning resources	Q1-2
T4.2 Provide digital learning opportunities	Q1-4
T4.3 Scope Bronze Age Programme for Leaving Cert	Q3
T4.4 Promotion of T4 programmes to teachers	M1, M9
T4. 5 Docent training in T4 programmes	Q1

#### **T5 Post Primary temporary exhibition programme**

T5.1 Made of Earth STEAM based programme	M2- 4
T5.2 Ardnacrusha exhibition workshop programme	Q3-4

#### **T6 Post Primary Special Programmes**

T6.1 Living Archaeology in the Garden linking with Archaeology Collection

#### **T7 Public Programming Children and Families**

T7.1 Creativity, Health and Wellbeing (CHW) pilot programme with HSE Mid-West Aries and local occupational therapists
 T7.2 Crinniú na nOg
 T7.3 Limerick Lifelong Learning Festival
 T7.4 Heritage Week WORKSHOPS linked to Summer Exhibition
 T7.5 Sunday Arts & Crafts (twice monthly)



Above: Science week, Made of Earth Steam programme with JFK primary school 3rd class

# Priority 2: Participation - Community: Key Tasks



Above: Volunteer in the Garden

#### T1 Communities of Culture

- T1.1 Complete Phase VI, C of C
- T1.2 Deliver Phase VII, C of C
- T1.3 Trial and evaluate digital playbook with EDNIP schools
- T1.4 Dissemination of Cof C playbook into local primary schools
- T1.5 Report and analysis on overall project results

#### T2 King's Island Community Engagement Programme

M1-12

M1-7

T2.1 Facilitated consultation to identify potential projects with Wild Atlantic Way Gateway Group subcommittee
T2.2 Criteria established for long list project proposals
T2.3 Long list of tourism project proposals evaluation
T2.4 Action Plans agreed with Community
T2.6 Projects (2 or 3)

#### T3 Community outreach - Living Archaeology in the Garden (LAG) M1-11

T3.1 Use plants to animate learning on our archaeology collections

#### T4 Community Outreach - Youth Groups

Q1-4

T4.1 Explore the implementation of youth voice in the Museum, using the Lundy Model, working with LCETB LCYP

# Priority 2: Participation - Docents: Key Tasks



Docent group at Christmas Party 2022

#### **T5 Docent Projects**

T5.1 Action Plan for Docent Projects 2023	M1
T5.2 Library	Q3-4
T5.3 Exhibition Research	M1-12
T5.4 Dementia Program	M1-12
T5.5 Sensitivity Audit	M1-6
T5.6 Addition of Docent Research to CMS &	M1-12
Explore including Audio/Video collection of	
Docent stories, Hunt Family, Custom House	
T5.7 Public Lecture Series	M1-12
Ocent Training Programme	

T6.1 Older person Grant	Q1-3
T6.2 Hunt / UL Public History MA Module	Q3
T6.3 Training by different departments	1-12N
T6.4 Tours and Guiding Refresher	

#### 17 Online and In house Participation - Docents

**T8 Docent Recruitment** 

### Priority 2: Participation - Friends: Key Tasks



#### Above: Silver Handling Event

#### **T10 Recruitment** M1-12 **T10.1** Membership Drive Q1.Q3 T10.2 Universities & other Historical Groups call out T10.3 Exchange promotions with other Friends groups ດ? T10.3.1 Establish contact with other Friends Groups 110.4 Open Day for Friends M2 T11 Events T11.1 Friends Outinas Q2.4 T11.2 Friends Lunchtime talks M1-12 M1-12 111.3 Silver Circle meetings T11.4 Book Club M1-12 T11.5 Friends Annual Luncheon M5 T 11.6 Christmas Lunch M12 **T12 Fundraising** T12.1 Fundraising Plan for 2023 M2 T12.1.1 Raffle M12 112.1.2 Table Quiz / Open day for Friends M2 **T12.1.3 Silver Handling Event** M11 **T13 Reporting** T13.1.1 AGM T13.2 Monthly reporting M5 T13.3 Quarterly reports M1.4.8.12 **T13.4 Quarterly Financial Reports** M1.4.8.12

#### **T14 Friends MarComms**

T14.1 Website updates T14.2 Marketing Posters T14.3 Social media campaigns T14.4 Friends promotion of Hunt Museum activities M1-12

### Priority 3 : Innovation: Key Tasks

#### T1.Hunt Museum Studio & Lab

T1.1 Develop programme with LSAD-TUS related to placementsT1.2 Living Lab for Hunt Museum and other Irish museums1.3 Hunt Studio Innovation Award

#### T2. Story / Interpretative Technology for Collections Gamification

T2.1 Use 3 screens from Made of Earth in Museum GalleriesT2.2 Install interactive table (more trails & routes linked to collection)T2.3 3D printed touch-points in galleries

#### T3. Museum in a Garden

T3.1 Kirkby Engineering T3.2 New sculpture with Community T3.3 New sculpture with Corporate

#### T4. Improve inclusion for autism groups

T4.1 Engage with Autism Groups & Needs

T4.2 Audit the museum, assess and document potential triggers for sensory over-stimulation.

T4.3 Review list of potential triggers in collaboration with an Autism Education Body and generate an action plan

T4.4 Implement Autism action plan



< HOME

### Hunt Museum Studio

See what others create with our public domain objects.

# Priority 3 : Innovation: Key Tasks



**T5. Improve visual Impairment inclusion** T5.1 Museum in a Box

T6. New Cultural Partnership in place (e.g. with Rugby Museum & Castle)

T6.1 Develop a new Cultural Partnership

#### **T7. RECHARGE Project**

T7.1 Develop Network
T7.2 Workshops: co-creation with museums, corporates and community
T7.3 Set up Hunt Museum Living Lab
T7.4 RECHARGE Reporting
T7.5 RECHARGE Project Meetings

Ure Museum - Museum in a Box

## Priority 4: Funding: Key Tasks



I 2022 Action Plan T2.1 Review 2022	M1
T2.2 Write 2023 Action Plan	M2
2. Corporate - Sponsorship and Membership	M1-

2

T2.1 Exhibitions T2.2 Collections T3.3 Education T3.4 Community - Garden Sponsorship T3.5 Innovation T3.6 Hunt SME's/ First Tuesday's

#### T3. Individual: legacy giving/major gifts/crowdfunding M1-12

T3.1 Naomi O'Nolan Accessible Museum Fund for Visual Impairment & AutismT3.2 CFID campaign and event for SybilT3.3 Garden crowdfunder

### Priority 4: Funding: Key Tasks

#### **14. State and Foundation**

- T4.1 Research Grants for 2023
- T4.2 Dept Grants
  - T4.2.1 Building & Energy Improvement Grants
- T4.3 Artist in Residence Grants Arts Council
- T4.4 LCCC Festivals & Events
- T4.5 Heritage Council Grants Autism & Visual Impairment

#### T5. European

T5.1 Submit European Grants - Erasmus or Horizon Europe grant application M1-12

<b>T6 Retail Planning, Purchasing, Analysis</b>	<b>M1-12</b>
T6.1 Retail Action Plan 2023	M1
T6.2 Purchase of stock with local & sustainable focus	M1-12
T6.3 Quarterly Reports and Analysis	M4,M7, M10
T6.4 Online Shop	M1,12
T6.5 Stock takes	M1,12
T6.6 Track selling trends through product sales analysis	Q1-Q4
T6.7 Analysis of visitor spend 2023	M12
<b>T7 Front of House</b> T7.1 Improve automation of systems - EPOS to Accounts T7.2 EPOS and Bank Lodgement T7.3 Review/Update How to Guides for staff T7.4 Exhibition and Museum Training	Q2-3 M1-M12 Q1-Q2 Q1-Q3



M1-12

## Operations : Key Tasks

#### T1. Building

	T1.1 Action Plan for 2023	M1
	T1.2 Upgrade plumbing/electrical hardware to sensor	
	based/timer options.	M6
	T1.3 Investigate Energy Sustainability: Solar panels, Wind power	M1
	T1.4 Building Works maintenance	Q1/2/3/4
	T1.5 Storage & Equipment	Q2
	T1.6 Signage in Garden & Museum upgraded.	Q2
	T1.7 Cafe	
T2	. Business Planning	
	T2.1 2023 Business Plan	M1
	T2.2 2023 Reporting	M1-M12
	T2.3 Finance	M1-M12
	T2.4 Board Meetings	Q1/2/3/4
	T2.5 Review of Policies & Governance	M5/M11
T3	. HR	
	T3.1 Personal Development Plans	Q1
	T3.2 Recruitment	M1-12
	T3.3 Contracts	M6
T4.	. Systems	
	T4.1 Review and update interdepartmental calendar	M1
	T4.2 Create/review departmental equipment list.	M2
	T4.3 Review & update current storage plan	M2
	T4.4 Review all contracts:	M3
	T4.5 Google & Systems cleanups	M1-12
T5.	Events	
	T5.1 Audit plant/equipment list for events 2023	M1
	T5.2 Creation of new 2023 calendar	M1



#### Above: Hunt Museum

## Marketing: Key Tasks





Lorcan Walshe - The Artefacts Project

#### **T1 Marketing General**

T1.1 Project Brief for Stories Platform	Q1
T1.2 Annual Report 2022	Q1
T1.3 Quarterly reporting on Audience updates - Social Media and	M1-12
Website Data	
T1.4 Events Brochures 1/quarter: Apr - Jun / Jul - Sep	M1-12
T1.5 Updated Brand guidelines for consistent design	M1-12
T1.6 Press Releases	M4 40
T1.7 Go Green efforts awareness of the museum (climate	M1-12 M1-12
on/sustainability)	

#### T2 Collections:

act

T.2.1	Object of the month, linked to quirky fact campaign
T2.2	Blog promotion
T2.3	TikTok & Reels on the Collection

M1-12<br/>M1-12T3 ExhibitionsM1-12<br/>M1-12T.3.1. Made of Earth<br/>T.3.2 Living Artist 2023<br/>T3.3 Three C's: Climate, Culture, Change<br/>T.3.4. LSAD 2nd Year Show - Garden GalleryM1-4<br/>M1-4<br/>M2-6<br/>M4-9T3.6 Cafe & Community ExhibitionsM2-6<br/>M4-9

M1-12 M1-12



Belonging



Belonging



Etruscan Jug (Takumi collab)

# Marketing: Key Tasks

T4 Joint Education Service - Three Muses	
T4.1 The Three Muses, joint service with Limerick Museum &	?
Limerick City Art Gallery	
T4.2 Hunt Studios - Clay workshops	M1-12
T5 Participation	M1-12
T5.1 Docents	IVI 1-12
T5.2 Community	
T5.3 Friends	
T5.4 Heritage Week	Q3
T6 Innovation	
T6.1 Hunt Museum Innovation Competition & Award	?
T6.2 Museum in a Garden Promotion	Q2
T6.3 Community Projects	M1-12
T6.4 Visual Impairment	M1-12
T6.5 Autism Awareness	M1-12
T6.7 New Cultural Partnership	
T7. Funding	
T7.1. Friends Membership Drive and funding	
T7.2. Retail Promotion on social media	M1-12 M1-12
T7.3 SME promotion - First Tuesdays	M1-12 M1-12
T7.4 Xmas Packages	Q4
T7.5 CFID Sybil Campaign	M3-5
17.6 Garden Crowdfunder	M5-9



One of Ireland's greatest collections of art and antiquities, dating from the Neolithic to the 20th century, including works by Renoir, Picasso and Yeats!

Entertainment & Recreation ⑦ ◎ Limerick, Ireland
 Ø linktr.ee/huntmuseum
 Ø Born February 14, 1997
 Dined January 2011

6,917 Following 12K Followers

Instagram December 2022

## Marketing: Key Tasks

#### T8 Tourism

- T8.1 Failte Ireland promotion and collaborations
- T8.2 Hotel and B&B promotion T8.3 Shannon Estuary Way promotion
- To 3 Shuffinon Estudiy way promotion
- T8.4 Tourism Ireland promotion & Collaboration
- T8.5 Coach Tour companies FAM visits

#### **T9 Website**

- T9.1 Website Updates & Maintenance T9.2 Website Training
- T9.3 Website Editorial Plan for year
- T9.4 Website analytics & reports
- T9.5 Website SEO & Promotion on website
- T9.6 Website Audit & Clean-up

### T10. Social Media

- T10.1 Analysis of 2022 audience against desired audiences
- T10.2 Research what social media platforms our target audiences use
- T10.3 Update the social media and website data monthly on Data
- Capture Report
- T10.4 TikTok Platform Advancement
- **T10.5** LinkedIn Platform Advancement
- T10.7 Mastodon Platform Advancement

#### T11 European

T11.1 RECHARGE project - see Innovation

M1-12

M1-12

(Q1)

M1-12



# Staff & Training

#### 2023 - 14 FTE, 18 Members of Staff

#### Training:

Continue embedding AGILE Collections Care Training Website Training Presentation Training Budget Training Autism Training Climate & Sustainability Training

Some of the staff.... Others are camera shy:)

faritette ginandari it Pranis Geordea Ginela Parite



# Budget 2023

### Income:

### €1,151,800

### **Expenditure:** €1,149,764

Η A N K Y  $\bigcirc$ 



Momnto Mori | Gold Plated |1679 | Hunt Museum |PD